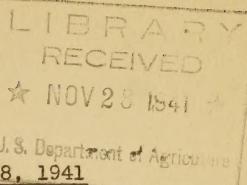


TENSION SERVICE
U. S. Dept. Agr.

Xo co.



MINUTES OF PEACH MEETING, COLUMBUS, OHIO, JUNE 18, 1941

The meeting was called to order by Porter R. Taylor, who indicated that its purpose was to analyze the situation confronting the peach industry this season and to explore ways of developing a coordinated merchandising program to move the heavy crop in prospect. The following representatives of peach growers, distributors, and State and Federal public agencies were present:

R. T. Meister, American Fruit Grower, Columbus, Ohio
A. F. Vierheller, Extension Horticulturist, University of Maryland, College Park, Md.
Monroe McCown, Extension Horticulturist, Purdue University, La Fayette, Ind.
D. B. Perrine, Illinois State Horticultural Society and State Industry Committee, Centralia, Ill.
Troy H. Cribb, Georgia-Carolina Peach Marketing Board, Spartanburg, S. C.
Wilbur H. Shumaker, New York Peach Growers, Youngstown, N. Y.
C. B. Denman, National Association of Food Chains, Washington, D. C.
Carl G. Wooster, Union Hill, N. Y.
W. M. Case, Extension Horticulturist, Colorado State College of Agriculture, Fort Collins, Colo.
C. B. Lewis, Riverton, N. J.
Earl R. French, Atlantic Commission Co., New York, N. Y.
Carroll R. Miller, Appalachian Apple Service, Martinsburg, W. Va.
L. E. Newcomer, Berks Lehigh Fruit Growers' Association and Pennsylvania Horticultural Society, Boyertown, Pa.
W. W. Reynolds, Reynolds Orchards, Utica, Ohio
C. Purcell McCue, Appalachian Apples, Greenwood, Va.
Robert R. Williams, Ohio State Restaurant Association, Inc., Columbus, Ohio
H. N. Wilson, Ohio Council of Retail Merchants, Columbus, Ohio
A. H. Teske, Extension Horticulturist, Virginia Polytechnic Institute, Blacksburg, Va.
Henry J. Williams, Vice President, Atlantic Commission Co., Inc., Rochester, N. Y.
H. L. Mantle, Mantle and Mantle, Painesville, Ohio
V. H. Davis, Ohio Horticultural Service, Columbus, Ohio
L. D. Luchsinger, Port Clinton, Ohio
Liann Fruit Co., Port Clinton, Ohio
Al Kalb, Danbury Fruit Growers, Port Clinton, Ohio
C. E. Robinson, Danbury Fruit Growers, Port Clinton, Ohio
D. L. Runnells, Grand Rapids Press, Grand Rapids, Mich.
Roy E. Marshall, Department of Horticulture, Michigan State College of Agriculture, East Lansing, Mich.
Frank H. Beach, Extension Horticulturist, College of Agriculture, Columbus, Ohio
C. E. Chase, Wenatchee, Wash.
Howard G. Ingerson, John Bean Manufacturing Co., Lansing, Mich.
B. J. Mercurio, Alber's Super Markets, Inc., Cincinnati, Ohio
E. B. Wemeler, Sr., Alber's Super Markets, Inc., Cincinnati, Ohio
S. R. Mitchell, Alber's Super Markets, Inc., Cincinnati, Ohio

AUGU
S 11

C. N. Palmer, United Fresh Fruit and Vegetable Association, Chicago, Ill.
Porter R. Taylor, Surplus Marketing Administration, U. S. Department of
Agriculture, Washington, D. C.

William C. Ockey, Extension Service, U. S. Department of Agriculture,
Washington, D. C.

Mr. Troy H. Cribb was asked to discuss the steps that have been taken in the Southern States to develop an intensive merchandising program for their peaches this season. These steps, briefly, were: (1) A meeting in Spartanburg of representative peach growers from Georgia and North and South Carolina to develop a tentative sales program; (2) a meeting of distributors in Washington, D. C., on May 12, where their participation in a special sales campaign was requested; (3) the development of various types of posters and publicity material for distribution to retail stores and other agencies; and (4) a series of meetings beginning June 19 with representatives of the trade in certain cities in the East and Middle West to secure their cooperation in the sales program. Messrs. C. N. Palmer, C. B. Denman, Earl R. French, H. N. Wilson, and Robert Williams then indicated in behalf of their organizations their willingness to participate in every way possible in helping to move advantageously the 1941 peach crop. Mr. Newcomer stated that peach growers in Maryland, Virginia, West Virginia, and Pennsylvania expect to raise money this year for use by Appalachian Apples, Inc. in advertising peaches.

A brief summary of crop prospects in the various States indicated that an exceptionally heavy movement of peaches can be expected through about August 20, after which supplies probably will decrease to about an average of past years for the balance of the season. After a discussion of the situation, it appeared essential that every effort be expended to secure a coordinated drive to expand the market outlets for peaches in all areas this season. Therefore, the following resolutions were passed unanimously by the conference:

1. This group representing all important peach-producing areas requests all branches of the distributing trade and all State and Federal agencies, including those dealing with nutrition and home economics, defense, and marketing, support a Nation-wide campaign to stress the home canning of peaches this season.
2. This conference requests all distributor groups to continue their sales efforts for the northern peach-producing States similar to the peach campaign now being developed for the Southern States.
3. This conference moves that a temporary organization be set up this year to conduct the peach campaign and that this temporary organization be followed by the development of a permanent national planning committee for peaches. It is suggested that the national planning committee members be designated by the extension director in each State upon the recommendation of the State horticultural society or other organizations of peach growers.

AUGUST
2011

Mr. Troy H. Cribb was designated as chairman of the Temporary Peach Merchandising Committee which will function this season and one man from each State was selected to serve on this committee. The membership is as follows:

Virginia	A. H. Teske
Colorado	W. M. Case
New Jersey	C. B. Lewis
Maryland	A. F. Vierheller
Illinois	D. B. Perrine
Indiana	Monroe McCown
Michigan	Roy E. Marshall
Pennsylvania	L. E. Newcomer
New York	W. H. Shumaker
Ohio	F. H. Beach
West Virginia	Carroll R. Miller

In addition, an executive committee of this temporary committee was designated to work directly with trade groups in the development of a merchandising program. Membership of this executive committee is as follows:

Southern States	Troy H. Cribb
Eastern Coast States	Carroll R. Miller
Middle Western States	Chairman, Illinois Planning Committee
Western States	W. M. Case

